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U. S. DEPARTMENT OF AGRICULTURE
BUREAU OF PLANT INDUSTRY
WASHINGTON, D. C.
U. S. Department of Agriculture

SUCCESS

Dahlia Gardens

Season 1938



"Giants of the Show Room"

171 Ferry Street
Lawrence, Mass.

OUR GREETINGS FOR 1938

At this season of the year, in extending our warmest greetings and best wishes to our many customers and friends, we wish also to thank them for their generous patronage and the confidence they have shown in our Dahlias and in our reputation for giving full value for every dollar.

We deeply appreciate this confidence and are satisfied that the following list of new creations will maintain the high standard of quality which in the past has earned that confidence.

Sincerely yours,

Harold G. Reed, Prop.

SUCCESS DAHLIA GARDENS.

BALLAY'S NEW INTRODUCTIONS FOR 1938

CORONADO—Inf. Dec. Bright rose magenta. “Sturdy Oak” was a name suggested for this dahlia. Full of meaning but hardly a name for a flower, we thought. Nevertheless, sturdiness is a major quality of this variety both as to the ruggedness of the bloom and the habit of growth. Very large in size and of excellent build and texture, it produces magnificent blooms early and freely, and the color is more attractive than it may sound. A trifle brighter and lighter than Wenoka, the flowers are considerably larger but plant growth is not so tall. It won as Best Undisseminated Decorative at San Francisco and was reported on as being very outstanding in Massachusetts where it was sent for trial. There is rugged individuality combined with beauty and productiveness here. Tubers.....**\$15.00 net**

GALA CALIFORNIA—Inc. Cac. Scarlet orange. A true cactus with an erect that holds the flower at just the right angle, a quality not present in all cactus varieties. It will also grow and develop to perfection in a warm climate where so many cactus varieties fail. Color is extra good, and blooming profusely as it does, is unexcelled for all purposes. With the increasing interest in cactus dahlias we are happy to be able to introduce this very fine one. Six blooms won the Gold Medal at the San Francisco Show as the Best established 3 year old. Gala California heads the list of the 1937 “Dahlias Champions of the West,” prepared by Mr. Edward Salbach for “Homes in the West.” We would suggest that all dahlia enthusiasts especially in the West read this article in December issue of this San Francisco magazine. This dahlia is also included in Mr. Leonard Barron’s 1937 Roll of Honor in Flower Grower. Tubers.....**\$15.00 net**

GRAND MARSHAL—Semi. Cac. Reddish Violet. This very large dahlia of positive semi-cactus formation ranks with Miss Glory, Amelia Earhart and Satan in size and interest. The color is very distinctive and quite different from anything we have had before, a lively crimson violet with the reverse of the petals a lighter shade. This spectacular flower, held on the best of stems on a strong growing plant, is another Showroom Giant in a new shade. It blooms abundantly and seems to continue indefinitely. Winner as the Best Undisseminated Semi-Cactus at the San Francisco Show. Tubers **\$15.00 net**

AMSTERDAM—Inc. Cactus. Bordering on the semi-cactus type. This large, deep Dahlia we consider on a par with the best red semi-cactus or cactus in existence today. We have seen some of the new red cactus Dahlias going on the market and none can compare with this dahlia, in size, depth or formation. The bush produces several blooms of exhibition size with no disbranching or disbudding. The blooms are carried high above the bush on long stiff stems. Root.....\$1.50

AMERICA'S SWEETHEART—I. D. Giant pure yellow blooms of great depth, held nearly on top of absolutely stiff stems. Can be grown to 12 inches and more and has won "the largest dahlia in the show." Root.....\$2.50

ADIRONDACK SUNSET—I. D. Three distinct colors, vivid scarlet, shading to bright yellow, with gold reverse. Honor Roll in 1934. Root.....\$2.00

AZURA—I. D. (Ballay) Rose lilac with a bluish sheen of extra large size that can compete in the "largest bloom class." We have had many blooms over a foot in diameter on exceptionally strong stems. The bush is quite tall and a sight to see with four or more large blooms at one time. A general favorite and a fine root maker. Best Undisseminated Decorative at the San Francisco Show in 1935. Root.....\$3.50

BOSPHORUS—I. D. (Ballay) Deep burnt orange or golden brown. It is a dark flower, almost as deep in orange tone in the body of the flower as maroon is to red, but shades to a lighter orange at the edges of the petals. Certificate of Merit at Storrs and at the Georgia Trial Gardens. Root.....\$2.00

BETTY COLTER—I. D. (Success) The color is distinctive and pleasing, an even shade of light salmon red throughout, shading to old rose at base of long rolled petals. Root.....\$1.00

CALIFORNIA IDOL—I. D. (Ballay) Clear bright self-colored yellow. In almost every show it has been a winner in such entries as Best Bloom, Largest Bloom, Best Yellow, Best 1935 Introduction, Most Meritorious Entry, Best Basket, etc. At San Francisco last year a 15-inch bloom won as the Largest Flower in the show. It is a fine grower with a deep flower on clear glistening yellow, a true pastel shade. The growth of the plant is ideal. Average height is about 5 feet. Blooms early and freely. Foliage clean and attractive. Root.....\$2.50

CALIFORNIA PEACH—S. C. (Ballay) Bright coral or peach pink, a pink without any trace of lavender, reverse of petals a lighter shade. Size and formation of this flower are very similar to Satan. In 1936 California Peach was the great sensation at the Boston Show, winning there as the Best Flower in the Show, the Massachusetts Horticultural Medal as the Best New Dahlia and also the Achievement Medal. Winner also as Best Undisseminated Semi-Cactus at San Francisco. A very fine dahlia. Root.....\$7.50

CALIFORNIA ROSE—I. D. (Ballay) Clear bright rose. Exquisite coloring, large, tall-growing, describe in a few words salient features of this unusually satisfactory Dahlia. A bright salmon rose and a particularly beautiful flower for cutting. Flower large, but extremely graceful. Awarded certificate at Storrs, Conn. Trial Garden in 1935. Root.....\$2.00

CHEROKEE—S. C. (Ballay) Lavender pink with a light center. The flower is large and deep with plenty of petals and the stems are extra long and straight. Root..\$2.50

CLARA CARDER—F. D. (Australia) A beautiful pink of massive proportions on very stiff stems. It has won plenty of ribbons wherever shown. The bush is low, but the large blooms are well up. Root.....\$2.00

CROYDON GLORY—F. D. (Australia) An exceptional beauty of bright lemon yellow. The blooms are always full and very deep. Bush medium tall with nice foliage. Root.....\$1.50

CADET—S. C. (Ballay) Light primrose yellow, almost cream. This type of cactus dahlia in the shade mentioned is truly distinctive. The petals, long, well-rolled and but slightly incurved, are well placed and just numerous enough to form an exceedingly graceful flower. Will grow large on a tall straight stalk. Root.....\$1.50

CHIEF WHIP—S. C. Citron yellow, well formed, very beautiful, to me a glorified Frau O'Bracht. Root.....\$2.00

DON JUAN—Semi-Cac. (Ballay) Scarlet orange with a reverse of lighter orange. This variety is a true semi-cactus with the center rows of petals rather broad and spreading but with the outer rows decidedly rolled and well incurved. Color is just about as bright as it is possible to be. Don't pass up this Super-Dahlia. Root..\$2.00

DARCY SAINSBURY—I. D. (Australia) Another great white exhibited at the New York show in 1937. The pure white flowers are very large and deep on stems that hold them just right. Tall bush. Root.....\$5.00

DAYBREAK—I. D. (Australia) Orange scarlet on yellow ground. Few dahlias have the soft brilliancy of this one. The large blooms are held facing on perfect stems. Greatly admired. Root.....\$1.50

DR. J. J. BRADFIELD—Dec. (England) A massive flower sometimes described as an improved Daily Mail. Color, rich golden-amber; flowers freely on long, rigid stems, very fine. Root.....\$2.00

DOKOUPILS GIANT—Form. Dec. The blooms of this variety are large and deep, and have a color all their own, a soft lilac rose. The flowers are held erect at a forty-five degree angle on exceptionally strong, cane-like stems. A grand dahlia. Won largest in show, 1935. Root.....\$1.00

- ELLAVILLE PRIDE**—F. D. (Australia) This dahlia is by far the finest of its type and color I have ever seen. The blooms are immense and are a deep, golden yellow. The tall bushes hold the flowers on long, stiff stems high above the dark green, insect resistant foliage. The blooms have high centers always tightly closed. The petals are broad. Root.....\$3.00
- EUGENIA BALLAY**—I. D. (Ballay) Rich cream. This dahlia won as the Best Established three year old in keen competition at the Palace Hotel show and can always be counted on to exhibit to good advantage. Root.....\$1.00
- FOREST FIRE**—I. D. A distinct lemon yellow at base of petals, then shaded a rich scarlet towards the tips. Awarded certificates at Storrs, and East Lansing Trial gardens. Root.....\$1.50
- FIREMAN**—I. D. (Success) Cardinal red lightly touched with gold. This dazzling red dahlia strikes us as being one of the best new ones with its ideal plant growth and free blooming habit. A winner of major awards. Root..\$1.00
- GREY DAWN**—F. D. (England) Another very lovely variety of creamy grey with a distinct flush of lavender. The large full blooms are on very rigid stems well out of the bush. Wonderful keepers. Root.....\$2.00
- GLAMOUR**—I. D. (Ballay) Bright apricot overlaid with sunset pink. This is one of the finest of our new introductions, a 12-inch flower with perfect form and delightful color. The color resembles somewhat Chautauqua Sunset and the stem is long and the plant well branched. Root.....\$2.00
- GRANDEE**—I. D. (Ballay) Light nopal red shading orange yellow. We have had reports of this dahlia having been grown over 16 inches. It has won as the largest flower in a number of shows such as Portland, Ore., the Los Angeles and Long Beach shows, and previously at the California Flower Festival. A very large flower of a striking combination of Spanish red and golden yellow. A free and early bloomer. Root....\$1.50
- HASLEROVA**—I. D. The color is white, splashed and striped with carmine. This is the largest variegated dahlia that we have seen or grown and the color combinations are very unusual. The stems are very long and rigid. This variety was awarded two certificates at the trial gardens. Root.....\$2.00
- HELEN S. FRASER**—F. D. Formal decorative are not very plentiful and it is a pleasure to present this one for the first time. Color according to Ridgway's color chart is picric yellow at center, outer petals alizarine pink, a most attractive combination of colors. Certificate at Storrs. Root.....\$2.00
- HAPPY CHOICE**—I. D. Upstanding, very large and free blooming, with the blooms above the foliage on the best of rigid long stems, it is one of the largest we have ever grown, 13 inches without forcing. The color is a light salmon orange with tones of coral pink. It was runner-up at one show for the Achievement Medal and three firsts as an undisseminated seedling. Root.....\$1.00-

IVAN PUSHKIN—Dec. (Foreign) A huge dahlia of a deep red with reverse of deep brown. A good robust grower, of medium height; the massive blooms are carried erect on long, cane-like stems. Root.....\$1.50

KOKI—S. C. (Yoshida) Oriental red quite heavily shaded with chrome yellow. This spectacular flower is of Japanese origin. It is a positive semi-cactus of great size and has no faults. First flowers especially are well colored and well formed and will be strong competition in any showroom. This is the dahlia that was listed in our garden last year under number 44 and we understand it has done well in all localities where it has been tried. Do not pass up this dahlia. Root...\$7.50

LELAND STANFORD—I. D. (Ballay) Brilliant cardinal red, the Stanford University color. The best and brightest big red is our claim for this new introduction. Throughout the flower the color is clear, glistening, bright red without shadings, and best of all it does not fade the least in very hot weather. We have had flowers measuring 14 inches in diameter and several of our customers have reported blooms of equal size. The plant is of medium to tall growth with strong stem stalks and good foliage. It is an exceptionally free bloomer and an early bloomer. Best 25 blooms at the San Mateo Garden Fiesta and one of the best 12 Californians at both San Francisco and Los Angeles. Root.....\$7.50

LEIDEN'S ELEGANCE—Cactus. Bright crimson to deep cinnabar, perfect cactus as regards to form. The flowers are produced in great abundance on long wiry stems. A very fine cactus variety. Stock very limited. Root.....\$1.50

LORD OF AUTUMN—I. D. This variety did its full share of prize winning and no doubt will be a future as one of the Standard varieties. The color is deep golden yellow and the blooms are of the largest size, making it most desirable for exhibition. Root.....\$2.00

LUCERTIA—I. D. It grows larger and produces more enormous bloom at one time than our famous Murphy's Masterpiece. We do not know how large it can be grown for exhibition bloom, but we are sure that none will be disappointed in growing it. Color, ecru heavily flushed begonia pink, or perhaps a pale buff would describe the color better. The stems are perfect, long and stiff. Root.....\$1.00

MAY DAY—I. D. (Ballay) Rosy pink lightly touched with gold. A variety of medium size that is an exceedingly prolific bloomer. It will never win as the largest flower in the show but with a few plants it would not be hard to have a vase or basket of 12 or even 25. Certificate of Merit at Storrs. Root.....\$1.50

MISS GLORY—S. C. Apricot-yellow. What California Idol is in the yellow decorative class this is to the yellow cactus. It is massive in size, yet an extremely refined flower in every sense. A free and an early bloomer with perfect stems. At Storrs Trial Gardens it received a Certificate of Merit with a score of 86, being the largest semi-cactus and within one of the highest score. This is a real dahlia with a future. Root.....\$5.00

MONA LISA—I. D. (Ballay) Purplish maroon. A large and pleasing dark dahlia that will not fade in the sunshine. One of the first to bloom, and is still going strong at the end of the season. Dark dahlias by contrast emphasize the true beauty of other softer colored ones. Then, too, in a collection, all else equal, the blue ribbon goes to the one representing the greatest range of color. Mona Lisa is the best dark dahlia we have seen. Root.....\$2.50

MUTSU NO HOKARI—I.D. (Yoshida) This dahlia is pure white, the stems are long and stiff, the size ranks above any white we have grown or have seen advertised, except Margaret E. Broomall. We entered this variety at one trial garden in 1936 and it received a certificate and have been told it created quite a sensation at that trial garden. Root.....\$5.00

MARGARET E. BROOMALL—F. D. (Broomall-Success) This dahlia holds the world's record today as it did seven years ago when it scored the all-time Trial Garden record of 93½ points and for good measure the world's record for size of bloom ever produced in a Trial Garden. If you are interested in the best white, not by our say so, but from words and certified scores from the world's best judges, we urge you to try this giant among giants. Flowers easily attain 14 inches or better and are of the purest white, most beautifully formed and with splend'd stems. As this variety is protected under U. S. Patent Plant No. 36, we are selling it only under patent restrictions. Special order blanks may be had on request. Root.....\$20.00 net

MAJORS PINK—I. D. If we were to choose but one dahlia for interior decoration and one that gives us full centered bloom throughout the whole season, this variety would be our choice. It is not a giant in size, but a queen upon a throne when used for basket arrangement for the showroom or for the home it is in a class by itself in our opinion. Just another of the gems that we discovered. Color, peach pink, very long stiff stems, free bloomer. Root.....\$1.50

MILTON J. CROSS—I. D. Easily the biggest prize winner of the new 1936 dahlias, winning five medals, including 3 American Home Achievement Medals. Large blooms, almost as deep as wide. Fine tall, long stems. Described as "Apricot peach with a bright golden face," but for practical purposes it should be considered as a pure yellow. Root.....\$2.50

MAJOR C. C. MESSERY—I. D. (England) One of the largest Yellow Giant Dahlias. The flowers are truly massive, and are composed of medium width petals, reflexed, and sometimes slightly irregular. The bushes are medium height with deep green foliage. Highly recommended. Root.....\$2.50

MRS. RICHARD TWYFORD — Cactus. (Stredwick) The large blooms are most brilliant scarlet with yellow disc at base of petals. Long florets, slightly and evenly incurved. Sturdy grower, good stem. Root.....\$2.00

NORTH STAR—Semi-Cac. (Ballay) Light yellow. If this dahlia were finer petaled, it would belong to that rare class of cactus called straight. The regularly formed flower is at once suggestive of a star. Size and stem are good and it is a beautiful cut flower. Root...\$1.50

- OAKLEDGE TRIUMPH**—F. D. Apricot and bronze-shaded blooms or large size and on good stems. A very good dahlia. Root.....\$1.50
- PACIFIC SPLENDOR**—I. D. (Ballay) Nearly white at the center with the body of the flower delicate lavender pink, a true pastel shade. The soft tones of this flower give it a distinctive beauty and a definite appeal. The blooms are large with good substance and with petals broad and slightly waved. Growing habits are good in all respects. Last year at the big Mid-West Show at Cincinnati this variety was awarded the Achievement Medal, grown and exhibited by Sparks Dahlia Gardens, Columbus, Ind. Was also Best Undisseminated Decorative at the San Francisco Show. Under No. 1188 it received a certificate at East Lansing in 1935 at the West Virginia Trial Gardens; also at the Ohio Trial Gardens with a score of 88. Root.....\$7.50
- PALO ALTO**—S. C. (Ballay) Bright pinkish salmon shading to a sort of salmon gold at the center. Color is positive and clear both in and out of doors; size conservatively 10 to 12 inches across by 6 inches deep; moderate semi-cactus formation perfect, with centers always closed and all alike; stem stalks very tall, straight and long-jointed; blooms freely both early and late; good substance and so lasts well whether growing or cut. Was awarded the 1933 Achievement Medal at Detroit as the Best Flower in that very fine show, which gave us four dahlias that had been Achievement Medal winners, namely, Grandee, Satan, Achievement and Palo Alto, and now we have California Idol, California Peach and Pacific Splendor to add to our Achievement Medal dahlias. Do not fail to grow this one, as it does well everywhere. Root.....\$1.00
- PANI HANA BENESOVA**—Dec. (Foreign) Massive beautiful flower, in color blood red suffused flaming red. Large flowers freely produced all the season. Stems are wiry and strong. This is one of the finest introductions of Czecho Slovakia. Root.....\$2.00
- PINK SPIRAL**—Inc. Cactus. (Holland) This Holland novelty has reached general popularity, and it certainly is among the best of the new foreign introductions. The color is peach-blossom pink, with a touch of primrose at the base and center of flower. The petals have a tendency not to incurve, but to form a complete spiral arrangement around the center. Root.....\$2.50
- ROMEO**—I. D. (Ballay) Brightest scarlet, a color as appealing as the red, red rose. The form of the flower also is particularly attractive and adds much to its beauty. This red is of good size and very satisfactory and a red that is different. Certificate at Georgia Trial Gardens. Root.....\$2.50
- SATAN**—S. C. (Ballay) Flaming red with a slight touch of gold at the center. We are proud of its record at Storrs Trial Gardens and its place on the Roll of Honor, and of similar honors won at the World's Fair in Japan, at New York, San Francisco, and other shows too numerous to mention. Certainly no dahlia is more sensational or spectacular than this giant cactus. A reliable New York grower reports he grew Satan 16 inches. Root.....\$1.00
- SONOMA**—I. D. (Ballay) A combination of cream, flesh pink and amber rose. A light-colored dahlia of an unusual color blend. Will grow large, have good stems, and reward with many attractive blooms. One of the best and highly recommended. Root.....\$5.00

SUNLIGHT—Cactus. (Ballay) Bright yellow. This is a cactus of the Ambassador type, a nice large flower with perfect habits. It is just about the freest bloomer we have in our garden. There are not many straight cactus, finely petaled and with upright stems, and we consider this one a very useful addition. Like many cactus dahlia, however, we do not recommend it for a habitually hot, dry climate unless given some shade. Root.....\$5.00

SHENTENCHI—Inc. Cactus. (Japan) The first Japanese dahlia to be listed on an honor roll in this country. It is a true incurved cactus type, with petals curving all the way to the center of the flower. The florets are narrow and completely revolute. Color is dark maroon on blooms about 7 to 8 inches. We have grown this variety three years and it has been a great favorite with our visitors. Nothing like it when compared with any other dahlia. Root.....\$2.00

SON OF SATAN—Inc. Cactus. This new sensational, Four Honor Roll Dahlia. Certificate of Merit winner. An immense incurved cactus, flame red, with excellent stems. A very vigorous variety that has created quite a sensation. The color is hard to improve upon, most brilliant and unusual. Blooms are very large and always true to type. Very attractive in all respects. Root.....\$7.50

TOWERS EMPIRE—Inf. Dec. Here is one dahlia that should be grown in every garden, and one that we can very highly recommend. The flowers, which are large are of a clear gold in color, with amber shadings in the center, and are of good size, and held at a forty-five degree angle on exceptionally long, strong, stiff, rigid stems, high up and well out of the foliage of the tall growing bush. The foliage is very odd, being thick and fern-like and is an early and very prolific bloomer. A good, strong, vigorous grower, height about 7 to 8 feet. Root.....\$2.00

WHITE ABUNDANCE—Dec. A pure creamy white and considered the best from abroad of its color. A dahlia which has enormous pure white flowers held erect on strong stems well out of the foliage. An excellent dahlia for the dahlia shows. Root.....\$1.50



GUARANTEE. We guarantee all roots to grow and be true to name and will cheerfully replace any that fail in either respect.

TIME OF SHIPMENT. Unless otherwise ordered, roots will be shipped between April 15th and May 15th. Remittances should be made by bank draft, check, or P. O. Money Order payable to Harold G. Reed.

COMMERCIAL GROWERS. We cater to a high class retail trade, but we will allow the usual trade discount on our own introductions and on other varieties where our stock will permit, except where prices are net.

ABBREVIATIONS. C., Cactus; H. C., Hybred Cactus; D., Decorative; P., Peony-flowered; I. D., Informal Decorative; F. D., Formal Decorative; S. C., Semi-Cactus; I. C., Incurved Cactus.

ORDER SHEET

Issued by

Success Dahlia Gardens

171 FERRY STREET, LAWRENCE, MASS.

Date..... Amount Enclosed.....

Your Name.....
[Write it plainly. Ladies will please use the prefix Miss or Mrs.]

City..... Street.....

State.....County.....

Shall we substitute for any that are sold out?.....

About what date do you want them shipped?

[illegible]

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SUCCESS DAHLIA GARDENS.

171 FERRY STREET

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U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY
Fruit and Vegetable Crops and Diseases

M. R. N

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